



What Not to Do: The “Don't's” of Slides: How to Avoid the Most Common Mistakes When Preparing PowerPoint Presentations

Viktoria Tkachenko, MBA Candidate
Faculty Advisor: Nikki Wingate, Ph.D.
Ernest C. Trefz School of Business
University of Bridgeport

Objectives:

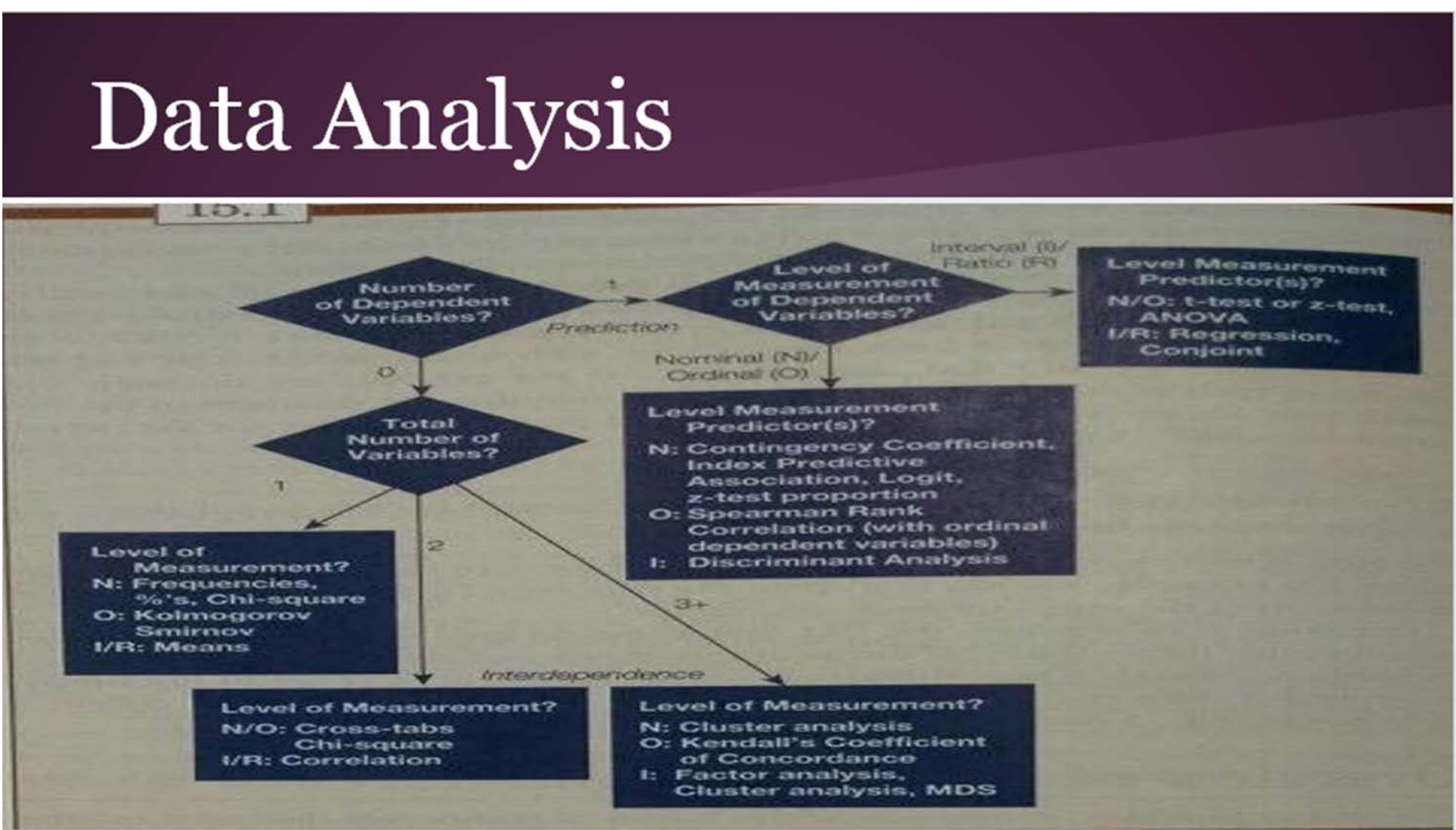
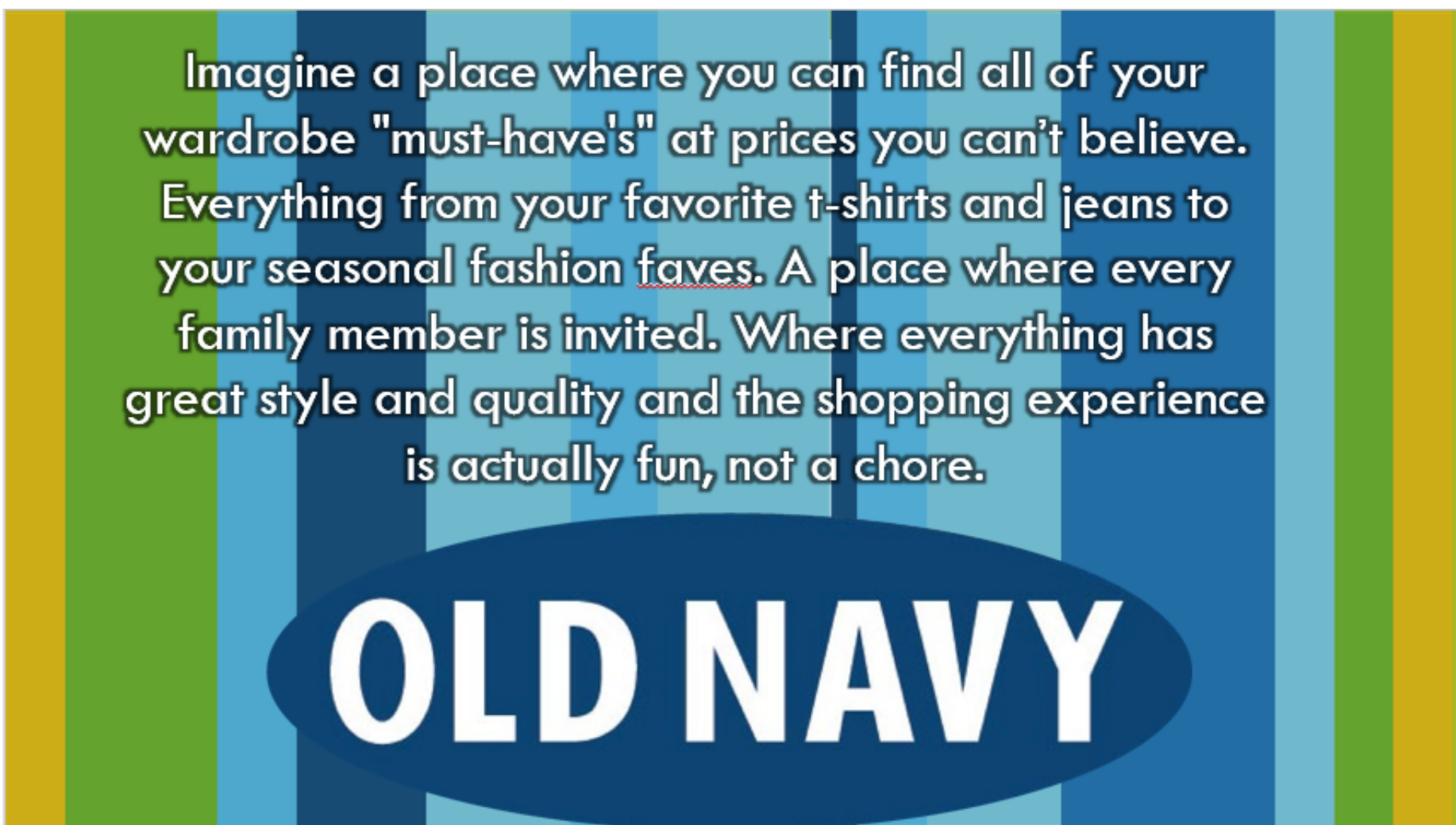
- To find the most common mistakes of preparing presentation slides
- To find major factors of preparing great presentation slides

This Is a Bad Slide

- Use contrasting colors of the text and background (it is better to use a light background with a dark text)
- ❖ Use the font that is big enough (18 font at least)
- ❖ *Don't be TOO creative with the font style – make it readable*
- ✓ Use consistent bullet points and font styles
- Don't use clipart



Examples of the real slides made with the common mistakes:



The quality of the PowerPoint Presentations is even more crucial in business:



“Preparing like a pro means making the time to consider the clarity and appearance of your slides.”
(P. Fripp, 2017)

Conclusion:

You don't have to be a designer to make good slides. Keep it simple. Make it clear. Check for typos and grammar mistakes. Use one idea per slide. Making a good PowerPoint Presentation isn't easy but it is worthwhile because it contributes to how knowledgeable and credible you appear during your presentation.

References:

Fripp, P. (2017). Bad Slides Distracting Your Audience? How to Make Yours Good. Retrieved from <http://www.fripp.com/are-bad-slides-distracting-your-audience/>

Kapterev, A. (2007, July 31). Death by PowerPoint. Retrieved from <https://www.slideshare.net/thecroaker/death-by-powerpoint>

Kernbach, S. (2014, April 1). The Use of Visualization in the Communication of Business Strategies - Apr 01, 2014. Retrieved from <http://journals.sagepub.com/doi/abs/10.1177/2329488414525444>